

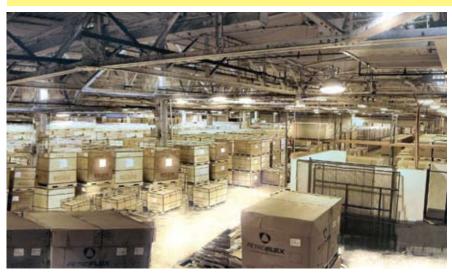


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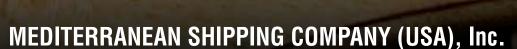


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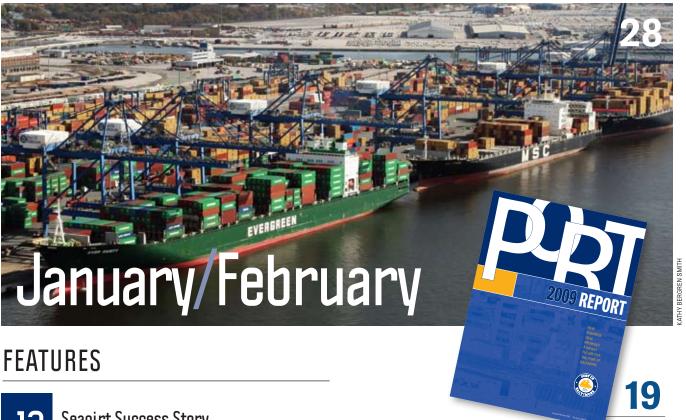
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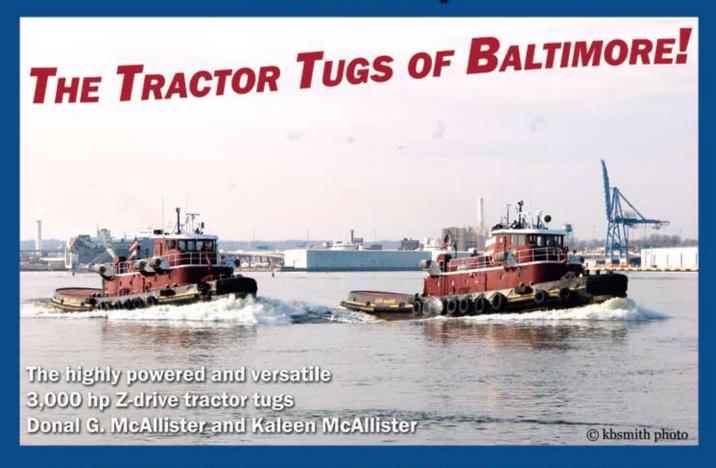
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COVER: Celebrating a landmark public-private partnership at Seagirt Marine Terminal were, from left, Christopher Lee of Ports America Chesapeake, Gov. Martin O'Malley, Lt. Gov. Anthony G. Brown, City Council President Stephanie Rawlings-Blake and Transportation Secretary Beverley K. Swaim-Staley. Photography by Bill McAllen.

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# - :- SOUNDINGS

The happenings in and around the Port



A group of Mediterranean Shipping Company representatives enjoys the festivities.



Burman, MPA; James Brady, Ballantrae International, Ltd.; Penelope Menzies (on behalf of The Terminal Corp.); Deborah Kielty, WTCI; Harold Adams, HLA, LLC; and Lisa Nitze, Ashoka.



A toast from World Trade Center & Executive Director Deborah Kielty.

Institute President

Michael Brassert, Houpla, Inc.; Nicole Ortiz, WTCI; and Peter Bowe, Ellicott Dredges, LLC.

Patricia Lenahan of Citibank and Sharon Maben of Visionmark Communications.

#### **EVENTS**

#### **World Trade Center Institute Turns 20**

At a gala to celebrate the World Trade Center Institute's 20th anniversary, attendees sampled wines that are the favorites of embassies around the world. That's especially fitting, since the WTCI is an international business network. The Dec. 2 event marked WTCI's two decades of success with a tribute and toast to its visionary founders, especially Harold Adams and William Donald Schaefer.

In keeping with the wine-flavored theme, "Mini-Vegas" wine games were held, complete with prizes. Guests, including prominent business members, also enjoyed appetizer stations and, of course, the World Trade Center's dazzling view of Baltimore's Inner Harbor.

The WTCI benefits more than 2,500 Maryland firms. Its offerings include international business programs, an extensive global network, global intelligence, international visitor management and international travel packages. (#)





#### **NEWSMAKERS**

#### Senate Confirms Ferro as FMCSA Chief

Anne S. Ferro, former president of the Maryland Motor Truck Association (MMTA), has been named Federal Motor Carrier Safety Administrator. The U.S. Senate unanimously confirmed Ferro's appointment in early November, handing her the reins as the nation's truck safety watchdog at the Department of Transportation.

Nominated by President Obama in June, Ferro had been with the MMTA since 2003 and also spent 11 years with the Maryland Motor Vehicle Administration, first as assistant administrator and then administrator. She is the second former Maryland official tapped for the Transportation Department, where she will join Deputy Secretary John Porcari, who was Maryland's transportation secretary.

#### **NEWSMAKERS**

#### Heroic Effort Leads to Successful Playground Project

When Alex Griffith spent part of his summer in Krasnoyarsk, Russia, building a playground, he was just a hopeful Eagle Scout. When he returned, he was a hero.

The 16-year-old Maryland resident was recognized by the Cable News Network (CNN) as a 2009 "Hero of the Week," one of only 28 winners from among thousands of nominees.

For his Eagle Scout badge, Alex spent two years raising funds and overseeing the purchase, shipping and construction of the playground outside the orphanage where he lived as an infant prior to being adopted. Alex's story was so moving, it was covered by more than 50 TV and print media news organizations and reached more

than 120 million households with its message of peace and brotherhood.

A number of businesses with ties to the Port of Baltimore volunteered time and resources to the shipping of the playground, including Atlantic Ro/Ro Carriers, Dartrans, Inc. and Rukert Terminals Corporation.

#### **AUTOS**

#### Port Auto Business Receives Boost from BMW



Automaker BMW has signed a five-year contract to bring 50,000 new vehicles annually through the Port of Baltimore beginning in the first quarter of 2010. BMW is teaming with Mercedes-Benz and using the vehicle processing center at the Maryland Port Administration's Fairfield/Masonville auto terminal for the new business.

The deal provides a significant boost for the Port of Baltimore's auto business, which, like other U.S. ports, has been affected by the economic slowdown. "This is very welcome news for the Port of Baltimore's auto business and for the hard-working men and women who work at the Port everyday," said Governor Martin O'Malley. "It is a tremendous boost to obtain 50,000 new vehicles that will be processed and handled through the Port of Baltimore in these tough times."

BMW vehicles had been arriving in the U.S. through the Port of Charleston. BMW has said the deal will help with shipping logistics and will be more cost-efficient. The Port of Baltimore is the closest East Coast port to the Midwest.

Vehicle processing facilities add specific features to cars once they are off-loaded from their ship. Features may include special detailing, audio components, protective coatings or other items. After a vehicle is processed, it is taken to its dealer destination to be sold.

#### Legislators Get the Goods on the Port

t the annual Legislative Reception sponsored by the Baltimore Port Alliance (BPA), lawmakers and their staff are given the opportunity to mingle with a cross-section of Port leaders in a relaxed atmosphere. They can learn about the Port's inner workings, get a status report and discuss matters of concern to their constituents.

"These are difficult times," said BPA Chairman Rupert Denney, "but the BPA's annual Legislative Reception gives the State's lawmakers an opportunity to hear positive news about the economic and environmental contributions that the Port of Baltimore is making to the State and its citizens."

On January 28, the Port's public and private sectors (represented by the BPA) will host Maryland's lawmakers during the 14th annual Legislative Reception. The informal gathering will take place at the Governor Calvert House in Annapolis during the 90-day-long Maryland General Assembly.

In 2009, the reception's emphasis was on the voluntary programs undertaken by the Port to safeguard the environment. Legislative leaders, together with the State's elected senators and delegates, viewed video presentations and poster displays illustrating the steps taken to address environmental concerns and practices that increase stewardship of the Chesapeake Bay and other natural resources.

This year, the environment is the focus once more — specifically the development of partnerships with federal, state, non-profit and private entities that work to improve water quality within the Chesapeake Bay watershed.

The BPA is also re-introducing the Education Committee, whose mission is to reach out to the next generation of Marylanders and familiarize them with the history of the Port and its importance as an economic generator to the City and State. The Education Committee is also raising awareness of increased employment opportunities that will arise from Baltimore's attractiveness as a Green Port.

BPA display boards prepared for the Legislative Reception have an environmental emphasis.





# Overabundance of Discharged Water Addressed

he Maryland Port Administration (MPA) has implemented an Environmental Management
System (EMS) that aids in the improvement of environmental health and safety conditions throughout its business operations. Major components of the EMS are "Objectives and Targets," which improve operations to reduce environmental impact.

Recently, it was found that 14 million gallons of potable water were being discharged annually to the Patapsco River as a result of required weekly fire-pump testing. The correlating cost to the MPA for this water usage was approximately \$75,000 annually. Joe Nickoles, Assistant General Manager, MPA Facility Maintenance, and Bill Richardson, Environmental Manager, evaluated testing procedures and equipment with the goal of developing a cost-effective solution to reduce water use.

The MPA chose to recirculate the water needed for testing the system. The process eliminated 99 percent of the previously discharged water.

"This is a win-win situation,"
Richardson said. "The water quality of the
(Chesapeake) Bay improves by eliminating
the discharge of chlorinated water, and the
cost savings and water conservation are
part of the MPA's and Maryland's green
initiative."

M. Kathleen Broadwater, MPA Deputy Executive Director, thanked Nickoles and Richardson and noted that it is this type of "out of the box" thinking that is part of the MPA's transition to sustainable practices, an important component of Governor O'Malley's "Smart, Green and Growing" campaign.



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MPA Executive
Director James
J. White and
Ports America
Chesapeake
Chairman
Christopher Lee
celebrated the
landmark agreement at Seagirt
Marine Terminal

#### MPA's 50-Year Agreement with Ports America Seen as Key to Seagirt's Enhanced Productivity

"groundbreaking" public-private partnership at the Port of Baltimore is being hailed as a major move toward ensuring 50 years of **PROGRESS**, productivity, efficiency and **STABILITY** at the Seagirt Marine Terminal. After an extensive bidding process, the Maryland Port Administration (MPA) agreed in November to lease the 200-acre container terminal to Ports America Chesapeake for the next half-century. In return, Ports America will construct a 50-foot berth that is expected to result in **INCREASED BUSINESS** opportunities and larger vessels being able to dock at the Port. >>>





"This partnership is really a strategic thing. It's a commitment to grow Port business."

Participants in November's ceremony included, bottom photo from left, Ports America Chesapeake Chairman Christopher Lee, Gov. Martin O'Malley and Lt. Gov. Anthony G. Brown.

"We welcome an internationally respected partner in the maritime field for this unique, long-term joint venture," said Maryland Gov. Martin O'Malley. "With this agreement, we are able to secure the Port's long-term future with a 50-foot berth, apply an immediate influx of capital for system preservation of roads, tunnels and bridges, and provide an extended revenue stream to the state."

The governor explained the need for the public-private partnership by saying, "These challenging times call for new ways of doing business." However, he emphasized, "We are not selling Seagirt. ... We are a partnership." The result, he added, will be "a more efficient and productive Port."

November's announcement was made from water's edge, where a podium was flanked by one Mediterranean Shipping Company (MSC) container and one Evergreen container. Each container displayed a large banner that read "Partnership for the 21st Century" across the top and "Jobs for Maryland" along the bottom.

Ports America is the current operator of the Seagirt terminal and was there when the facility opened in 1990. The company has also run operations at the Dundalk Marine Terminal since 1996.

"Ports America Chesapeake has been an important part of Maryland's maritime

tradition since 1921," said Ports America Chesapeake Chairman Christopher Lee. "We are looking forward to building on this foundation, as we and the Maryland Port Administration partner together in this key initiative."

Describing Baltimore as "one of the best, most efficient ports in the country," Lee also spoke of his eagerness to implement the "critical infrastructure" required to maintain the Port's competitiveness "for many years to come."

Ports America will run the daily operations of the Seagirt terminal, as well as invest in the new berth, cranes and other infrastructure. The cost to develop the











50-foot berth and install four cranes is approximately \$105.5 million.

The berth is scheduled to be completed in 2014, which coincides with the completion of the Panama Canal expansion project. Canal expansion should result in a greater number of ships traveling to East Coast ports to reach their customers more quickly and less expensively than going to West Coast ports and moving products by rail. These ships are also expected to be larger in size, which means they would not have enough water depth to dock at the Port of Baltimore without the availability of a 50-foot berth.

When work is completed, the Port of Baltimore will become only the second port on the East Coast with a 50-foot berth and 50-foot channel.

"Without the development of the berth, there would be a threat to Baltimore being able to maintain its customer base," said Mark Montgomery, CEO of Ports America Chesapeake. "This partnership is really a strategic thing. It's a commitment to grow Port business."

Along with receiving full control of daily operations at Seagirt and agreeing to design and build the 50-foot berth to meet or exceed the MPA's required standards, Ports America receives:



- A known future base payment for 50 years, and all net revenues;
- The right to move and consolidate all current container business to Seagirt;
- Control over the timing and nature of system preservation costs, as long as standards are met; and
- The opportunity to invest in new technology as situations demand it.

Calling the agreement "groundbreaking," MPA Executive Director James J. White added, "It was very important for us to get the berth built. This allows the Port of Baltimore to get the Panama Canal business." >>>

When work is completed, the Port of Baltimore will become only the second port on the East Coast with a 50-foot berth and 50-foot channel.

Comments from Gov. Martin O'Malley, top right, and Lt. Gov. Anthony G. Brown, bottom center, drew the applause of International Longshoremen's Association members and other Port supporters.







"This is just the beginning. We're talking about how to market the terminal and how to attract more customers."

The partnership's positive economic impact was addressed in speeches by, clockwise from top left, Maryland Transportation Secretary Beverley K. Swaim-Staley, Greater Baltimore Committee President Donald C. Fry and Baltimore City Council President Stephanie Rawlings-Blake.

#### Jobs, Jobs and More Jobs

The Port of Baltimore, which is ranked 12th out of about 360 U.S. ports for total dollar value of cargo, currently employs approximately 16,500 workers. The new agreement is expected to bring in 5,700 new jobs — 2,700 in permanent direct, indirect and induced positions that will result from the increased and sustainable container business at the Port, along with 3,000 onetime construction jobs over the next three years for Port and Maryland Transportation Authority highway improvements.

Ports America will give an immediate payment in excess of \$100 million to the Maryland Transportation Authority for necessary road, tunnel and bridge work. The company will then continue to make an annual payment and provide ongoing revenues to the MPA during the life of the agreement.

A projected \$15.7 million will be generated annually in new taxes for Maryland. The total benefit to the State over the 50-year span of the agreement is estimated in the range of \$1.3 billion to \$1.8 billion.

The announcement event was attended by former U.S. Rep. Helen Delich Bentley; local, state and federal elected officials; ILA officers and members; U.S. Coast Guard representatives; Maryland Port Commissioners; and representatives from both MSC and Evergreen, the two largest players in the container shipping trade.

Maryland Department of Transportation Secretary Beverley K. Swaim-Staley praised Gov. O'Malley for making "the success of the Port of Baltimore a top priority." She added, "When you have a precious resource like the one we have here at the Port of Baltimore, our leadership knows we need to protect it."

Lt. Gov. Anthony G. Brown spoke of the "benefits of partnerships." He noted that the agreement between the MPA and Ports America will "strengthen the Port of Baltimore and increase its competitiveness in maritime commerce."

Donald C. Fry, a Maryland Port Commissioner and President of the Greater Baltimore Committee, called the announcement "a significant day of progress" for the Port and for transportation projects in the state. "The GBC has urged for many years that the state look at public-private partnerships. ... It's good for business and good for government."

The agreement is written with incentives for Ports America to increase productivity at Seagirt, to create more opportunity and more jobs.

"This is just the beginning," White said of the public-private partnership. "We're talking about how to market the terminal and how to attract more customers. We're using some very progressive thinking, and both sides are very committed."

White praised Public Financial Management for its work during the solicitation process. "We put thousands of hours into this process," he said. "I personally underestimated by a long shot how much time would be required. It was a much more complex situation than I thought it would be."

No wonder there was so much relief in White's voice during the announcement event. "It feels good," he said, "because I knew deep down in my heart as well as professionally that this was the very best situation for the Port of Baltimore. We will make this an active partnership with Ports America. ... We're a partner from Day One right through the entire 50 years."

Gov. O'Malley reiterated, "Like any positive agreement, this truly is a partnership," and then added, "I'm looking forward to coming back to open that 50-foot berth!" (#)



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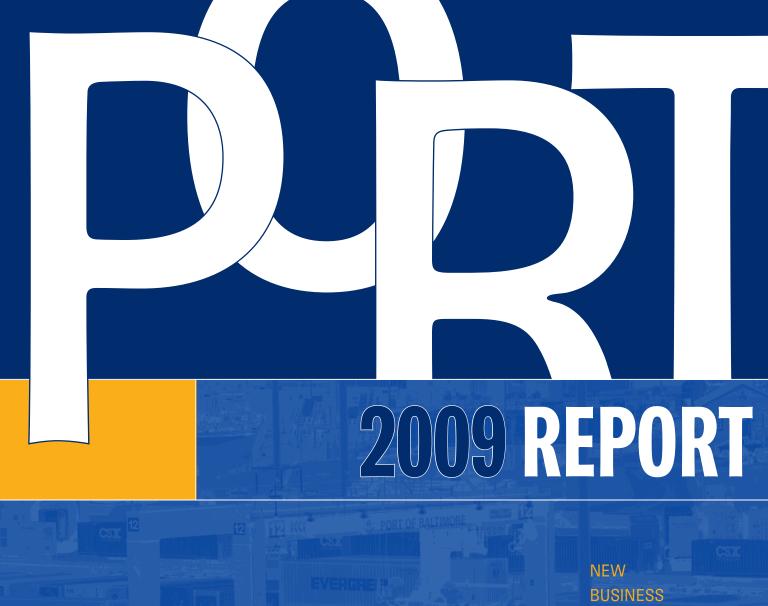
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hile the economic downturn took its toll on the Port of Baltimore and other ports all across the country and around the world, I am proud that our Port demonstrated a sense of both resiliency and stability in 2009.

One reason was an ability to embrace forward-thinking business ideas that achieve favorable short-term and long-term goals.

Along with an expanded cruise schedule and some new and extended shipping agreements, Maryland Governor Martin O'Malley and the Board of Public Works approved one of the most significant contracts in the history of the great Port of Baltimore. The contract they approved is a 50-year agreement between the Maryland Port Administration (MPA) and Ports America Chesapeake that allows the MPA to lease our 200-acre Seagirt Marine Terminal to Ports America. In return, Ports America has agreed to construct a 50-foot berth for the Port of Baltimore that is expected to result in increased business opportunities and larger vessels with the completion of the Panama Canal project in 2014.

This landmark partnership between the MPA and Ports America is expected to maintain employment and produce 5,700 new jobs, while the total investment and revenue from this agreement to the State of Maryland has the potential to reach more than \$1.3 billion over the life of the agreement and generate about \$15.7 million per year in new taxes for Maryland.

As the governor said, this agreement is all about jobs, jobs and jobs. Of the 5,700 new jobs that will result from this agreement, 3,000 will be one-time construction jobs over the next three years for Port and Maryland Transportation Authority highway improvements. Another 2,700 permanent direct, indirect and induced jobs will come from the increased and sustainable container business that the Port will see upon completion of the 50-foot berth in 2014. The State of Maryland would continue to own the land at Seagirt.

Another key component of this deal requires Ports America to return 65 acres of Dundalk Marine Terminal land to the MPA. Ports America plans to consolidate all viable container business from Dundalk to Seagirt. We will have the opportunity to use the additional acreage for increased auto and Roll-On/Roll-Off opportunities, which is consistent with our strategic business plan.

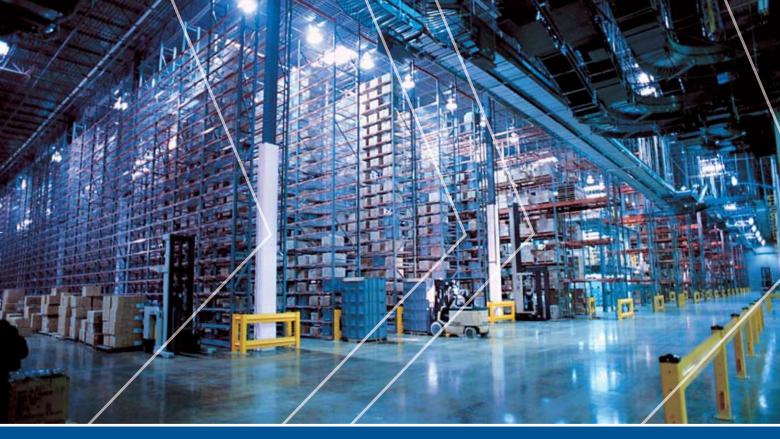
With the development of a 50-foot berth, the Port of Baltimore will become only the second port on the East Coast with a 50-foot berth and 50-foot channel. Without a 50-foot berth, we would not be able to receive larger ships and the additional cargo expected when the Panama Canal expansion project is completed in 2014. Without a 50-foot berth, our existing business would be at risk to Norfolk.

These challenging economic times require new ways to conduct business. Ports America is a long-time presence at the Port of Baltimore and an internationally respected maritime company. We are very fortunate to have reached a deal of this magnitude with such an outstanding company. This

contract helps to ensure that the future is very bright for the Port of Baltimore.







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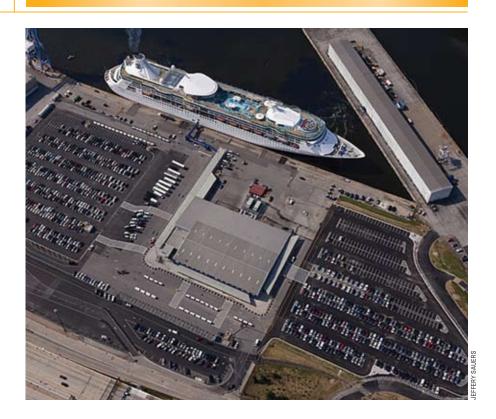


#### **CRUISE**

he cruise industry in Baltimore had a banner year in 2009. Year-round cruising was launched by Carnival Cruise Lines, giving guests the option of leaving those cold winter days in the mid-Atlantic and spending time in the warm tropical climate of the Caribbean. The cruise terminal had 81 homeport calls in 2009 serving Carnival Cruise Lines, Celebrity Cruise Lines, Norwegian Cruise Lines, Peter Deilmann Cruise Lines and Royal Caribbean International. A record 167,000 passengers embarked, providing an economic impact to the state of \$152 million.

The Cruise Maryland Terminal, located just off Interstate 95 at exit 55, opened a third parking lot in 2009, providing ample space to park more than 1,500 cars.

In 2010, the terminal is expecting 91 homeport calls and four Port calls, embarking close to 185,000 guests on Carnival, Celebrity and Royal Caribbean.



#### **GENERAL CARGO**

ven with the global recession entering into its second year, the Port of Baltimore managed to continue operations as usual, but with a somewhat lesser amount of cargo tonnage. Compared to other ports in the country, overall business fared better than many.

Although the public terminals handled 7.8 million tons during the fiscal year, the Port maintained its standing as the nation's number-one port for the handling of Roll-On/Roll-Off (RO/RO) cargo, number one for imported forest products and number two for exported automobiles. This diversity of cargo is the reason the public terminals have weathered this economic storm as well as they have.

Since January 2009, there has been a slow but steady increase of commodity tonnage. The purchase of 14.6 additional acres at the former General Motors property on Broening Highway is an indicator that things will get better. When the flow of commerce gains momentum again, more space will be available for more goods that come through the Port of Baltimore.



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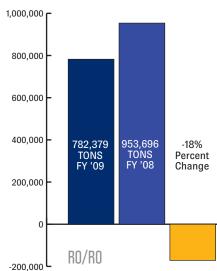
#### **ROLL-ON/ROLL-OFF**

hile the Port of Baltimore continues to be the leading port in the USA for Roll-On/Roll-Off (RO/RO) cargo, the effects of the economic recession contributed to an 18 percent decline in RO/RO cargo coming through Baltimore. In the fiscal year, 782,379 tons came through Maryland Port Administration (MPA) terminals as compared to 953,696 tons in FY2008. Exported tonnage continued to outpace imported tonnage by a 60/40 ratio.

RO/RO cargo is predominately construction and agriculture equipment/ machinery, although it can include boats, buses, military vehicles, etc. The Port is able to attract ocean carriers and shippers of this commodity because of its close proximity to the Midwest.

The Port remains committed to improving the quality of the RO/RO cargo moving through its terminals. Innovative programs such as the Quality Cargo Handling Action Team (QCHAT), PIT Training and the annual RO/RO Rodeo have been critical to the Port's success in attracting RO/RO cargo.





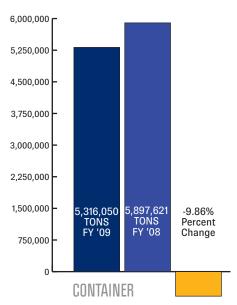
#### **CONTAINERS**

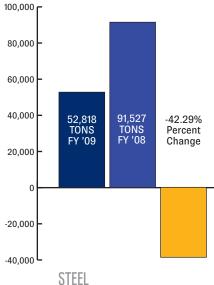
ollowing the international trends for containers and container traffic, MPA terminals handled 5,316,050 container tons for Fiscal Year 2009, which represents a 10 percent decline compared to fiscal year 2008. The terminals handled 555,336 TEUs (20-foot equivalent units) in FY 2009, a 9.8 percent decline when compared to 615,387 TEUs in fiscal 2008.

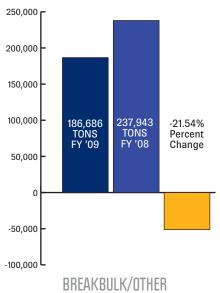
In April, Gov. Martin O'Malley joined then-Transportation Secretary John D. Porcari, MPA Executive Director James J. White and officials from Mediterranean Shipping Company to announce a six-year extension of the current contract between the Port of Baltimore and the Geneva-based international container giant. In July, Mediterranean Shipping Company started a new Far East direct ocean service, which included the Port of Baltimore as part of its U.S. East Coast vessel rotation. This new service provided the Port with its second Far East Direct ocean service, the other being Evergreen's AUE Service.

Gov. O'Malley and the Board of Public Works approved a 50-year contract between the MPA and Ports America Chesapeake to lease Seagirt Marine Terminal, which will add a new 50-foot berth and four new Panamax cranes in preparation for the expansion of the Panama Canal in 2014.









[24] The Port of Baltimore ■ January/February 2010

#### **ENVIRONMENT**

nvironmental issues at the Port of Baltimore's public terminals gained increased attention in 2009. Since the MPA began development of an Environmental Management System (EMS) three years ago, sustainability awareness and initiatives at the Port have come to the forefront.

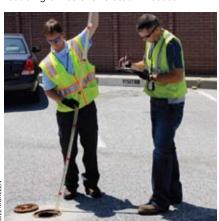
Using the EMS, the MPA has reduced air emissions through the installation of diesel oxidation catalysts, improved water quality by developing storm water management plans, increased recycling, and reduced soil and groundwater pollution.

The MPA is seeking International Organization for Standardization (ISO) 14001:2004 certification. ISO is a worldwide federation of national standards bodies. The work of writing and developing the standards is carried out through ISO technical committees with the support of other groups such as international governmental and nongovernmental organizations. The MPA's aim is to be certified in 2010.

The MPA's green initiatives couple well with those of the Baltimore Port Alliance (BPA) Environmental Committee. In early June, the BPA, U.S. Environmental Protection Agency (EPA), U.S. Coast Guard and Maryland Department of the Environment conducted a full-day Compliance Assistance Workshop, the first held for the Port industry in Baltimore.

A big boon to the Port's greening efforts was a \$3.5 million grant from the EPA. The Port is using the funds for clean-diesel

technology in essential equipment that moves goods and cargo, creating jobs and reducing emissions-related illnesses.



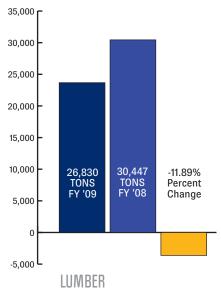
#### **FOREST PRODUCTS**

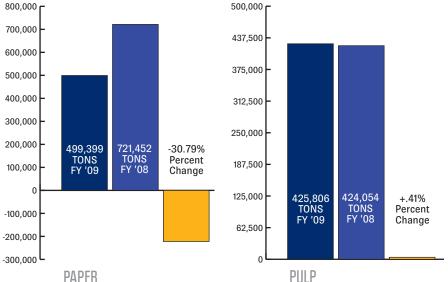
altimore continues to lead the East Coast in imported forest products though all are down in volume due to the economy. Paper decreased 30 percent to 499,399 tons. Wood pulp changed slightly to 425,806 tons in Fiscal Year 2009. Lumber is still low,

at 26,830 tons, because of the downturn in the construction industry. However, the Port of Baltimore still holds the top spot in market share.

The MPA signed a contract extension with UPM for another 10-year term. Paper shipments from Finland will continue to be lower as magazine publishing is experiencing record lows. Expansions in Brazil and consumption of wood pulp will continue to grow the Port's imports.







#### **AUTOS**

s with all other commodities which took a major hit during the severe recession, autos at the Port of Baltimore were not spared. Still, Baltimore held its own better than most ports.

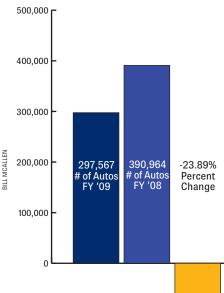
During Fiscal Year 2009, the MPA's total automobile volume declined 24 percent, while imports decreased 25 percent and exports declined 22 percent. The number of autos moving over the MPA piers was 297,567 in FY 2009, compared to 390,964 in 2008.

The Port of Baltimore remains a leader in the international movement of automobiles, thanks to the support of all the major ocean car carriers, offering their services to all corners of the globe.

Jaguar Land Rover has consolidated its northeast imports in Baltimore, adding to the existing volumes presently moving through the Port. Ford, which chose the Port of Baltimore to bring its brand new Transit Connect Van through, had a strong year-end finish for their new import.



The Port continues with its quality-handling program, QCHAT, to work with the processing of autos across the piers. The group includes everyone in the supply chain from the stevedores to the International Longshoremen's Association, as well as the manufacturers, to identify any issues with the damage-free handling of automobiles, thus allowing the Port to make immediate improvements.



NUMBER OF AUTOMOBILES AT MPA TERMINALS

#### **SECURITY**

he MPA Office of Security continues to improve upon ongoing security measures. Modern technological advances have enabled improvements and expansion to the CCTV systems and credentialing systems, which have increased efficiencies to operating processes in cargo handling.

As one part of the MDOT Multi-Modal Transportation System, the MPA's Office of Security coordinates security, emergency planning and response, along with plans to reconstitute and revitalize MPA terminals with other transportation modes to ensure efforts do not conflict or hamper other operations.

Gov. O'Malley and U.S. Department of Homeland Security Secretary Janet Napolitano recently announced that the MPA will receive \$1.3 million in new Recovery Act grants for Port security. The funding will go toward erecting permanent guard booths at the Dundalk truck gate and South Locust Point cargo entrance; constructing an enclosed facility to conduct vehicle screening at the Dundalk truck gate, Dundalk POV (visitor's gate) and South Locust Point



terminal; equipment for an emergency operations center at the Dunmar building; and expansion of our closed-circuit video surveillance system. The MPA has received more than \$19.5 million in federal port security grants since 2002.



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# The CONTA



#### BY NANCY MENEFEE JACKSON Photography By Kathy Bergren Smith

# THE COMING



s the first decade of the 21st Century drew to a close, the Port of Baltimore's container trade continued to weather the uneasy economic climate in a relatively strong position. In fact, increases were reported in 2009 by both Mediterranean Shipping Company (USA), Inc. (MSC), and Evergreen Shipping Agency (America) Corp., which together make up 83

percent of the volume at the Port's Seagirt Marine Terminal.

Overall, Baltimore fared better than other ports around the country. "This is a testament to the local market," said Joseph Greco, who works in trade development with the Maryland Port Administration (MPA), specializing in containers. "The Baltimore-Washington market is one of the largest consumer markets, and on top of that it's one of the wealthiest markets."



The buying power of the consumer drives the container trade, since everything from clothing and shoes to food and electronics is shipped in containers. The Baltimore-Washington market boasts the highest median income in the country, Greco noted.

Due to the economy, the container trade here fell off a bit compared to 2008 but

experienced significantly fewer losses than other areas. Greco noted that, while Evergreen's container trade was down 12 percent and MSC dropped by 11 percent through October, in other parts of the country declines of between 20 percent and 30 percent were common for the industry as a whole.

ACL, a longstanding Port customer, is another example of a steamship line benefiting from the strength

of Baltimore's market, with container volume down only 5 percent through October.

Between August 2008 and August 2009, MSC's container trade actually increased by 3 percent.

"MSC fared well in volume, but as every other shipping company, we are suffering for the low ocean freight rates in force nowadays," said Capt. Lorenzo DiCasagrande, Vice President with MSC USA. "Container trade in Baltimore remains relatively strong also because we added another service through the Port. The Far East Service, which we started recently out of Baltimore, is giving us the extra volume."

Port of Baltimore exports to Asia rose 3.7 percent between July 2008 and June 2009 as compared to the period from July 2007 to

"Baltimore should be able to attract shippers ... due to the geographical location and the number of consumers in the mid-Atlantic area."

June 2008. Imports from Asia rose 6.9 percent. Evergreen enjoyed a 1 percent increase in container trade during the past year.

"From the moment the carrier committed to containerization, Evergreen Marine Corporation committed to the Port of Baltimore," said Wesley Brunson, President, Evergreen Shipping Agency (America) Corp.

"It was nearly 35 years ago, and as ports were being evaluated for Evergreen inaugural container service between Asia and America's East Coast, Baltimore was named as one of the three ports to handle the fledgling carrier's four new, 850-TEU (20-ton equivalent unit) vessels."

Amid continuous growth and service enhancements, Evergreen has called at

Baltimore without interruption since 1975.

Additionally, both MSC and Evergreen are in the early stages of long-term contracts with the Port: A six-year extension with MSC was announced in April 2009, fast on the heels of a 10-year deal with Evergreen.

The Port faces a challenge related to geography — namely the Chesapeake Bay, with its related costs in transit time and pilotage. But that same geography

is also an advantage, as Baltimore serves as an entry point for cargo bound for the Midwest as well as the East Coast.

There is no question that the Port's direct rail access to the fertile Midwest markets was a deciding factor for Evergreen, a spokesman said. Just as significant is its proximity to major shippers headquartered in Maryland and Wilmington, Del., and its

accessibility to Virginia and the Carolinas. It is also positioned near major forwarders such as BDP in Philadelphia, and offers a straight shot to the New York/New Jersey region.

Noting MSC's long track record in Baltimore — the company was the first and only tenant at Seagirt when the terminal opened in 1990 — DiCasagrande explained that traditional strongholds of the container trade include ports with great distribution centers near large centers of population.

"Baltimore is well placed for this," he said. "Baltimore should be able to attract shippers into the Port as we are able to attract receivers due to the geographical location and the number of consumers in the mid-Atlantic area."

DiCasagrande also emphasized Baltimore's "efficient terminal operation and high productivity."

Added Greco, "We have a good relationship with ILA labor here at the Port."

More good news for the container trade came in late November, when Gov. Martin O'Malley announced that the MPA and Ports America Chesapeake had forged a public-private partnership for the operation of Seagirt Marine Terminal. A key component of the agreement is the construction of a 50-foot berth to go along with a 50-foot channel that is already in place. This improvement will allow transpacific service to grow, with larger vessels calling at the Port.

"The newly announced development at Seagirt can spell greater success" for the Port, said Brunson. "As the Panama Canal is enlarged to allow mega-ships, carriers will be required to cut down port calls and consolidate cargo at fewer harbors. Baltimore can prevail, but it will take teamwork and the commitment by a major rail carrier — perhaps CSX — to provide the important port connections for the scattered cargo volumes."

Brunson added, "The fear moving ahead is that with hundreds of newly built container ships, many over 10,000 TEU, waiting for an economic recovery, there could be a new wave of overtonnaged trades and rate insecurity just as was experienced in 2009. No one is in a position to predict how this will balance."

But the shipping companies agree that Baltimore's inland location continues to give it an advantage, aided by the unparalleled responsiveness and service provided by the MPA and all firms involved in cargo movements throughout the Port and the region.

"The long-standing close working relationship Evergreen has had with the Port since the first container vessel arrived in August of 1975 and the newest 10-year agreement show that this will continue," Brunson said.

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#### 🖶 BUSINESS PROFILE

**Church & Dwight,** Manufacturer of Arm & Hammer. **Steps Up Distribution** 

BY KATHY BERGREN SMITH



aybe Church & Dwight Co., Inc., isn't a household name, but chances are you depend upon their products to keep your home and yourself clean and your food tasty. The 160-year-old company is one of America's leading manufacturers of household cleaning products, under the iconic logo of Arm & Hammer. Church & Dwight is also responsible for a host of personal care and specialty products, from toothpaste to condoms.

The company that got its start by manufacturing bicarbonate of soda in a New England kitchen recently opened a state-of-the-art facility in York, Pa., incorporating sustainable initiatives into the design and processes. The 1.1 million-square-foot Robert A. Davis Center, located on 232 acres, serves as an integrated manufacturing and distribution center and is tied into the nation's railroad system via the local York Railroad. Just 50 miles from the Port of Baltimore, the center is also within easy reach of the global marketplace. "The Port of Baltimore is proud to partner with Church & Dwight as they increase their worldwide presence," said Charles McGinley of Maryland Port **Administration Trade Development.** 



"We are eager to assist in any way."

The plant primarily produces Arm & Hammer brand liquid laundry detergent and laundry additives. A company spokesperson noted that, in keeping with Church & Dwight's commitment to sustainability, the facility incorporates "green" technologies such as, low-flow water devices, water recycling, a gray water system, geothermal heating, motion sensitive lighting and energy-efficient equipment.

#### **Chemical Reaction**

The simple chemical compound sodium bicarbonate was the foundation of a business partnership between brothers-in-law John Dwight and Dr. Austin Church. Baking soda, as it is commonly known, was used primarily as a leavening agent for baking. In 1846, Church & Dwight developed a process for creating the compound from soda ash. They packed it by hand and sold it to bakers across New England. Because of its slightly alkaline qualities, it also proved to be an excellent cleaning agent. The compound, which is environmentally benign and consumable, has become one of the most versatile consumer products in the history of America.

#### **Arm-in-Arm with the Environment**

From its earliest days, Church & Dwight committed to producing environmentally friendly products and a culture of conservation. In 1888, Arm & Hammer Baking Soda, already a popular brand, began including wildlife picture cards in its packaging to promote awareness of the fledgling conservation movement. The cards included prints by John Audubon, whose society was raising awareness of the danger to certain bird species arising from the craze of women's feathered hats. As early as 1907, Arm & Hammer was using recycled paperboard for its packaging.

#### **Name Brand Roll Call**

Though about 40 percent of the company's U.S. consumer products are sold under the Arm & Hammer brand name, Church & Dwight is associated with many other products. Here's a small sampling:

- · AIM Toothpastes
- ARRID Antiperspirant
- BRILLO Steel Wool Soap Pads
- · Nair Hair Removal Products
- Orange Glo Wood Furniture Cleaner & Polish
- OxiClean Laundry Products
- SCRUB FREE Soap Scum Remover (#)



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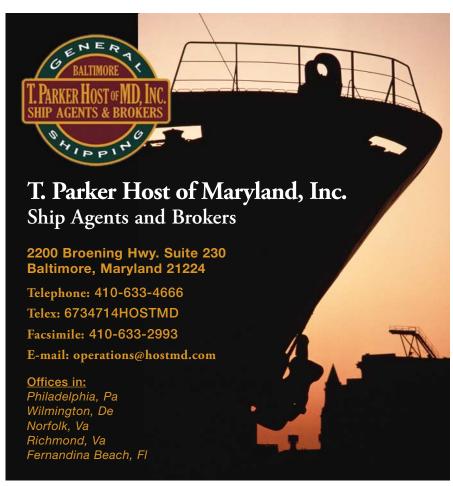


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t AGCO, most everything seems to be done on a large scale. The 20-year-old company distributes heavy-duty tractors, mowers, balers, forage blowers, windrowers and other big farm machinery in impressive numbers all around the world.

In Baltimore, Dominic Scurti of the Maryland Port Administration (MPA) has seen the immensity of AGCO's equipment up close. As the MPA's Roll-on/Roll-off (RO/RO) Trade Development Representative, Scurti helps to coordinate the Port's annual RO/RO Rodeo, which

gives local longshoremen a chance to get familiar with some of the bigger machines heading their way.

"Windrowers are always a requested piece of equipment at our RO/RO Rodeo," said Scurti, naming just one of many huge AGCO products that have kept Baltimore's dockworkers hopping since the company consolidated import and export

operations at the Port during the second quarter of 2008.

AGCO moves more than 9,000 units annually through Baltimore, which is the top-ranked U.S. port for handling RO/RO cargo. "AGCO also brings in a number of parts and smaller tractors via containers," Scurti said.

The company recently introduced a new line of high-horsepower tractors under the Challenger, Massey Ferguson and AGCO brand names. "AGCO has made significant investments in design and technology to make these new tractors one of the best in the market," said Jack Rittenhouse, AGCO Corporation's Director of North

American Logistics. "We are moving these tractors through the Port of Baltimore for direct shipment into our Eastern dealer network."

Rittenhouse noted that the Port's location — together with the recent opening of an AGCO product assembly center in nearby Edgewood, Md. — provides AGCO with a "strategic logistical advantage": It not only enables speedy delivery of finished goods to a large Eastern U.S. and Canadian customer base, but also serves as "a consolidation hub for U.S. exports across the globe." In other words, AGCO's North American Logistics team, which supports six assembly

operations and nine parts distribution centers, has been able to streamline the supply chain over the past year.

According to Rittenhouse, "We have been successful in taking out several weeks of delivery time through a combination of services provided through our strategic partners at the Port and through the integration of the new Edgewood Assembly Center."

Among AGCO's strategic Port partners are Wallenius Wilhelmsen Logistics (WWL), Mid-Atlantic Terminal (MAT) and the MPA. According to Scurti, "Everyone involved within the Port of Baltimore is integral to the success of our relationship with AGCO — from the RO/RO carriers and terminal operators to the men and women of the ILA that handle AGCO's equipment."

Rittenhouse added, "We have increased our requirements due to increased demands of our business, but all of our partners ... have worked with us lock-step and have exceeded our expectations. Responsiveness and ease of doing business have been

at the forefront of these local partnerships."

Looking to the future, big things are expected for AGCO in Baltimore. As Rittenhouse noted, "We anticipate that our presence at the Port and involvement with our local partners will continue to grow as AGCO continues to grow our core business."

With a far-reaching global presence comes heightened social responsibility. As noted on AGCO's

#### **ENVIRONMENTAL AWARENESS**



corporate web site, "In all our activities, we seek to protect the natural environment from harmful influences, conserve natural resources and promote environmental awareness."

Along with the operation of manufacturing plants that meet and exceed environmental standards, AGCO distributes products that capitalize on innovations such as leading-edge transmission and engine technologies. The results are reduced emissions and noise, plus improved fuel economy. The company also puts new energy sources to work, developing engines powered by cleaner-burning biofuel mixtures of diesel and vegetable oils.

AGCO's proven technology allows farmers to save fuel, manage chemical and fertilizer applications, increase crop yield and ensure compliance with environmental regulations.

To read all about AGCO's "Social Responsibility," go to www.agcocorp.com/company/social responsibility.aspx.

#### AGCO AROUND the GLOBE

LEADERSHIP: Martin Richenhagen, Chairman, President & CEO EMPLOYEES: 15,000 worldwide

**DISTRIBUTION:** 2,800 independent dealers in more than 140

HISTORY: Though AGCO was formed in 1990 by the management buyout of Deutz Allis from German-based KHD AG, the company's brand heritage can be traced back to the mid-1800s

PRODUCTS: Core brands include Challenger, Fendt, Massey



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# JOHN REDDING Big Strides with Belt's & Baltimore Industrial Group

ohn Redding, Vice President and General Manager of The Belt's Corporation, certainly qualifies as a Port veteran. He's been rising through the ranks of the company ever since being recruited by President and CEO Skip Brown for what was then Belt's Wharf Warehouse in 1977.

"One of the reasons for the Belt's Corporation's longtime success is Skip Brown," said Maryland Port Administration (MPA) Executive Director James J. White. "Skip recognizes that in order to be successful you need talented people, and John Redding is one of those very talented people."

Before joining Belt's, Redding already had the leadership training, having served in Vietnam and attended Penn State University. He worked for six years at the former D.Westervelt public warehousing company in Hanover, Pa., where he rose to the position of Executive Assistant to the President. He was a perfect fit for The Belt's Corporation, one of the oldest and largest warehousing and distribution companies in Baltimore.

Redding worked with Brown through the critical era that saw the rise of containerization. He was instrumental in the conversion of Belt's from a shipside wharf and multi-story warehouse to a modern logistics operation. Today, the 165-year-old company owns and operates more than 750,000 square feet of modern, high-cube, food-grade distribution facilities, two Foreign Trade Zone operations and various transportation and drayage services. Belt's provides pick-and-pack, fulfillment, assembly and many other value-added services.

Redding may be most visible in recent years due to his past chairmanship of the Baltimore Industrial Group, a collection of two dozen prominent public and private business organizations in the Baltimore metropolitan region. The coalition was formed in 2005 to preserve industrial and waterfront properties, as well as transportation egress.

"It was created to try and help protect all of industry in and around the vital economic engine of the Port of Baltimore, and for the economic interest of both the city and the state," said Redding, who is still part of the

BY MERRILL WITTY | Photography By Kathy Bergren Smith

organization. "We were instrumental, along with the Maryland Port Administration and the Baltimore City Council, in extending the term of the MIZOD (Maritime Industrial Zone Overlay District) to the year 2024." That ordinance was signed into law in May 2009.

The hundreds of new townhomes crammed onto waterfront and pier property in the city, together with glitzy Inner Harbor residential condo towers, are the most obvious signs of change in this old port city with many Baltimoreans welcoming the gentrification of the area. But Redding said he and the Baltimore Industrial Group were "concerned about the exuberance of converting industrial property along the waterfront to residences and retail. We recognized in 2006 that this was a problem waiting to happen. ... We were extremely wary."

Few others at the time seemed too worried about it, Redding said. "People were taking advantage of the system" that allowed for endless borrowing and cheap mortgages, he continued. "There has to be a balance among industrial and other employment sectors, and I think it's imperative that companies involved in industrial businesses become involved in supporting the industrial areas of the city. We can't have any remaining industrial base go away."

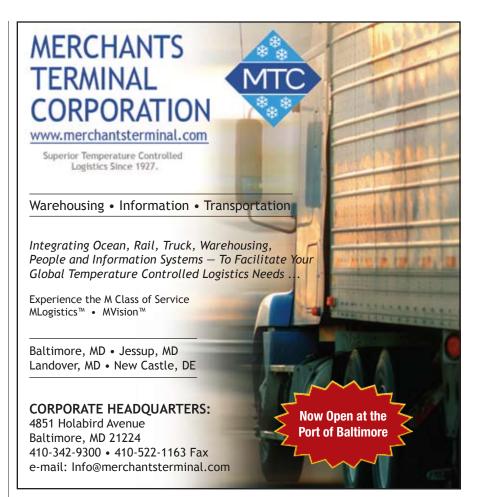
The group worked hard and was able to present a "persuasive argument" to the mayor and City Council as to why MIZOD needed to be preserved and extended. "They saw how the waterfront was being absorbed by residential and retail development without any consideration of the impact to the existing industrial areas," Redding said.

Having succeeded Redding as Baltimore Industrial Group Chairman, Domino Refinery Manager Stu Fitzgibbon said that his predecessor can be considered "the architect of the Baltimore Industrial Group's growth to a formidable organization in the city's landscape."

"(Redding) advocated the industrial and maritime sector's critical role in the prosperity of the city and the metropolitan region," Fitzgibbon explained. "He led the group's efforts to support the enactment of zoning which would protect the good-paying jobs and regional economic benefits generated by Baltimore Industrial Group's stakeholders."

Redding said his MIZOD-related work proved to be very gratifying.

"All the Port stakeholders — the MPA, labor, everyone — came together to lend support," he explained. "As I look back on that effort and the many old and new faces I came into contact with, I realized that we who make our living in this great Port can be proud of the heavy lifting we do and proud of what we give back to our communities, city and state."



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# Porgy Calls On Port

Sailing for Wallenius Wilhelmsen Logistics (WWL), the pure car/truck carrier *Porgy* recently made its first stop at the Port's Dundalk Marine Terminal. The ship measures 199.99 meters long by 32.26 meters wide, and flies the colors of Panama.

**Agent:** Inchcape Shipping Services **Stevedore:** Marine Terminals Corp. **Towing:** Moran Towing of Maryland

# Beatrix Brings Paper Reels

The *Beatrix*, sailing for NYK Line (North America) Inc., arrived at the South Locust Point Terminal from Kemi, Finland, carrying paper reels. This was the Netherlands-based vessel's first U.S. call. Built in 2009 by the Wagenborg Shipping Company, the *Beatrix* has a container capacity of 475 TEUs.

**Agent**: Inchcape Shipping Services **Stevedore**: Ceres Marine Terminals **Towing**: Moran Towing of Maryland

# Canopus Leader Comes to Baltimore

Sailing under the flag of Singapore, NYK Line's *Canopus Leader* arrived at the Mid-Atlantic Terminal to unload a cargo of Ford Transit Connect Vans. The pure car/truck carrier measures 179.9 meters long by 32.2 meters wide and has a total car capacity of 5,340 units.

**Agent:** Inchcape Shipping Services **Stevedore:** Ceres Marine Terminals **Towing:** Moran Towing of Maryland





Photo at left: Participants in the Porgy wheel ceremony included, from left, Bentley World-Packaging's Louie Busalacchi, Roderick Pickens of Mid-Atlantic Terminal, Capt. Wilfredo J. Clemente, Cynthia Burman of the MPA and Inchcape's Matt Lyneis. Photo at right: Capt. Rahman Mukhlesur, second from left, accepted a wheel from the MPA's Larry Johnson to celebrate the maiden voyage of the Canopus Leader.





Photo at left: A large group was on hand to celebrate the maiden voyage of the Beatrix. Photo at right: Celebrating the Poseidon Leader's maiden voyage were, from left, Doug Wolfe of Ceres, Inchcape's Don Maney, Chief Engineer L. Cristian Nicolae, Cynthia Burman of the MPA, Master Capt. Takeshi Kawasaki, NYK's Scott Senko and Bill Wade of Ceres.



# New Adventure for Poseidon Leader

The Poseidon Leader, a pure car/truck carrier flying the flag of Japan, made its first trip to the Mid-Atlantic Terminal and unloaded Mitsubishi, Suzuki and Subaru vehicles. The vessel measures 199.94 meters long by 32.26 meters wide, with a total car capacity of 6,430 units.

**Agent:** Inchcape Shipping Services **Stevedore:** Ceres Marine Terminals **Towing:** Moran Towing of Maryland (4)







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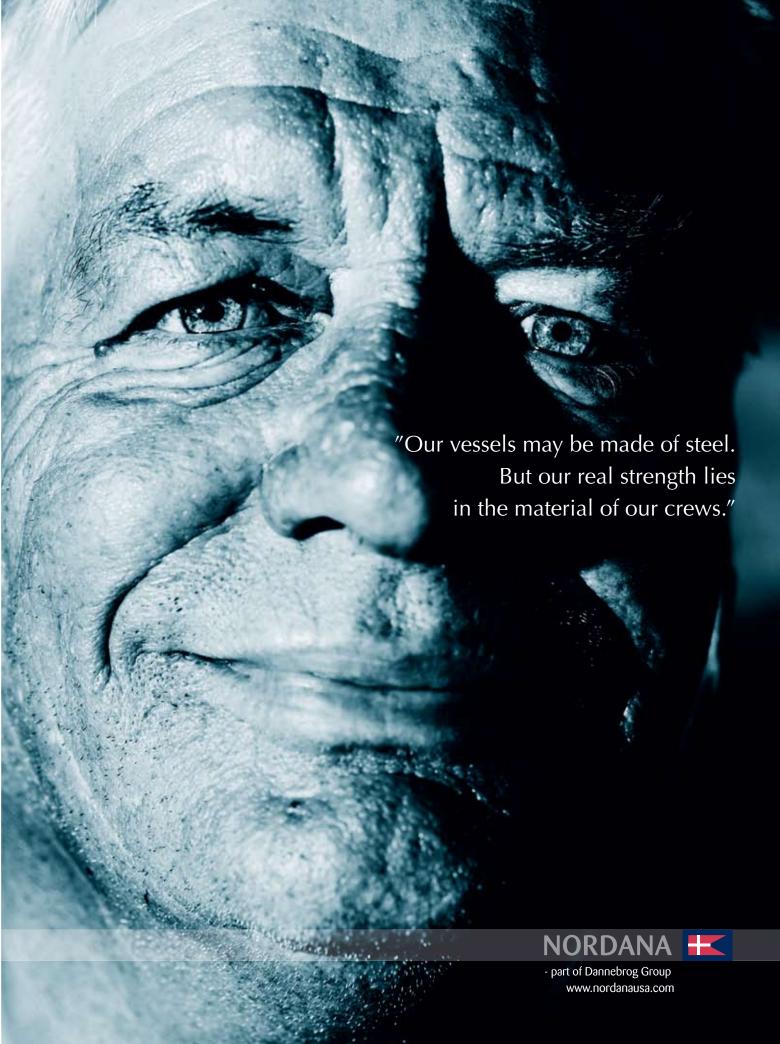
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STORY BY KATHY BERGREN SMITH

Baltimore's Inner Harbor stand the ruins of one of the nation's early attempts at port security. Fort Carroll was conceived by the U.S. War Department after the War of 1812 when British attackers were able to get as close to the city as Fort McHenry without being challenged. The Army Corps of Engineers set about constructing a man-made island in the middle of the river on Sollers Flats, near Dundalk. The project was challenging and expensive. Beginning in 1846, then-Col. Robert E. Lee oversaw the construction of an enormous crane and steam pile-driver that would lay the foundation to create the four-acre garrison/island. He moved his family to Madison Avenue and stayed in Baltimore for two years, until he was appointed superintendent of the military academy at West Point.

The government abandoned the project before it was completed. A lighthouse keeper was the sole resident of the island by 1854. With the exception of a brief reactivation during the Civil War, when it stood in defense against Robert E. Lee's Confederate forces, the fort saw no action. William Broening, Baltimore's mayor in 1910, thought a great big electric sign welcoming ships to Baltimore would be a good use for the island, but the idea did not get support.

In 1958, the government sold the decommissioned island to Baltimore attorney Benjamin Eisenburg for \$10,000. He had plans to develop the island into a gaming destination, but ran afoul of regulations when it was determined that the island was in Baltimore County and not Anne Arundel, where slot machines were legal at the time. His heirs own the island today, and there are no plans for redevelopment.

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